

# Vacancy: Digital Marketing Internship in Amsterdam

**Studies:** Business Studies and/or Management Science, Communication and Information Sciences

**Duration:** 4-6 months

**Commitment:** Full-time

## Tasks:

### STRATEGIES

- Demonstrate ability to map out a comprehensive digital marketing plan. Drive strategies that are proven by testing and metrics.
- Plan, execute, and measure experiments and conversion tests
- Instrument conversion points and optimize user funnels
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Design all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns

### ONLINE CAMPAIGNS

- Developing landing pages on different platforms to promote internal campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Running ad campaigns in Google AdWord

### ANALYTICS

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.

- Research, analysis and monitoring competitors' social media updates.
- Analysing Google Analytics
- Measuring search engine optimization results
- Performing competitor keyword analysis
- Reviewing ecommerce sales data
- Review social media metrics
- Running reports to track growth, response or ROI

### **ONLINE MANAGEMENT**

- Fixing broken links on the company website
- Renewing domains and hosting plans
- Developing keyword lists
- Appropriately naming images on the company website
- Choosing anchor text for backlinks
- Listing the company in online local business directories
- Listing the company website in niche directories
- Renaming files so they are optimized for search engines
- Optimizing content based on a keyword strategy
- Reviewing website backlinks

### **Skills:**

- Proven working experience in digital marketing
- Knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of "Search and Social."
- Experience with WordPress.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)

- Experience in setting up and optimizing Google Adwords campaigns
- Basic knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement